

CLAIMS

What is claimed is:

1. A remote control system for interacting with broadcast content, comprising:
a channel control transmitter operative to transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented;
a client transmitter operative to transmit a query, the query comprising a question about a selected portion of the broadcast content;
an interactive receiver that receives the query;
an output device that presents the received query to a recipient of the broadcast content;
an input device operative by the recipient to input a response to the query;
an interactive transmitter that transmits the response; and
a client receiver that receives the transmitted response for subsequent processing of the response.
2. The remote control system according to Claim 1, wherein said output device presents the query based on timing information that indicates a broadcast time of the broadcast content.
3. The remote control system according to Claim 1, wherein the query is based on demographics of the recipient.
4. The remote control system according to Claim 1, wherein said channel control transmitter automatically transmits the channel control signal in response to a synchronization signal indicating the station channel upon which the broadcast content will be presented.

5. The remote control system according to Claim 1, wherein the broadcast content comprises an advertisement, and

wherein the selected portion of the broadcast content comprises a selected portion of the advertisement.

6. The remote control system according to Claim 1, wherein the broadcast content comprises a plurality of advertisements, and

wherein the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

7. The remote control system according to Claim 1, further comprising:
a microphone that receives recipient voice from the recipient and communicates the recipient voice to said interactive transmitter, wherein said interactive transmitter transmits the recipient voice to said client receiver for communication to the client computer; and

a speaker;
wherein said client transmitter transmits sender voice from the client computer,
and

wherein said interactive receiver receives the transmitted sender voice and communicates the sender voice via said speaker.

8. The remote control system according to Claim 1, wherein said output device comprises a display.

9. The remote control system according to Claim 1, wherein said input device comprises a response keypad.

10. The remote control system according to Claim 1, further comprising a client computer that communicates the query to the client transmitter and receives the response from the client receiver.

11. A query-response system for interacting with broadcast content, comprising:

a client transmitter operative to transmit a query, the query comprising a question about a selected portion of the broadcast content;

a query-response device, comprising:

a receiver that receives the query;

a display that presents the received query to a recipient of the broadcast content;

a keypad operative by the recipient to input a response to the query into said query-response device; and

a transmitter that transmits the response; and

a client receiver that receives the transmitted response for subsequent processing of the response.

12. The query-response system according to Claim 11, wherein said display presents the query based on timing information that indicates a broadcast time of the broadcast content.

13. The query-response system according to Claim 11, wherein the query is based on demographics of the recipient.

14. The query-response system according to Claim 11, wherein the broadcast content comprises an advertisement, and

wherein the selected portion of the broadcast content comprises a selected portion of the advertisement.

15. The query-response system according to Claim 11, wherein the broadcast content comprises a plurality of advertisements, and

wherein the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

16. The query-response system according to Claim 11, further comprising a client computer that communicates the query to the client transmitter and receives the response from the client receiver.

17. The query-response system according to Claim 11, further comprising a channel control transmitter operative to transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented.

18. The query-response system according to Claim 17, wherein said channel control transmitter automatically transmits the channel control signal in response to a synchronization signal indicating the station channel upon which the broadcast content will be presented.

19. A remote control system for interacting with broadcast content, comprising:
a channel control transmitter operative to transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented, the broadcast content comprising a primary query comprising a question about a selected portion of the broadcast content;

an input device operable by a recipient of the broadcast content to input a response to the primary query;

an interactive transmitter that transmits the input response; and

a client receiver that receives the transmitted response for subsequent processing.

20. The remote control system according to Claim 19, wherein said input device comprises a response keypad.

21. The remote control system according to Claim 19, further comprising:

a client transmitter operative to transmit a supplemental query from a client computer, the supplemental query comprising a question about a selected portion of the advertising content;

an interactive receiver that receives the supplemental query; and

an output device that presents the supplemental query to the recipient.

22. The remote control system according to Claim 21, wherein said output device comprises a display.

23. The remote control system according to Claim 21, wherein the supplemental query comprises the primary query.

24. The remote control system according to Claim 21, wherein said output device comprises a display that presents the supplemental query based on timing information that indicates a broadcast time of the broadcast content.

25. The remote control system according to Claim 21, wherein the supplemental query is based on demographics of the recipient.

26. The remote control system according to Claim 19, wherein said channel control transmitter automatically transmits the channel control signal in response to a synchronization signal indicating the station channel upon which the broadcast content will be presented.

27. The remote control system according to Claim 19, wherein the broadcast content comprises an advertisement, and

wherein the selected portion of the broadcast content comprises a selected portion of the advertisement.

28. The remote control system according to Claim 19, wherein the broadcast content comprises a plurality of advertisements, and

wherein the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

29. A system for interacting with broadcast content, comprising:

- a mass media broadcast network operative to communicate broadcast content to a plurality of recipients;
- a plurality of broadcast receivers operative to present the broadcast content to the plurality of recipients;
- a plurality of client computers each corresponding to a respective recipient of the plurality of recipients, each client computer comprising a client transmitter and a client receiver, said client transmitter operative to transmit a query about a selected portion of the broadcast content; and
- a plurality of interactive remote controls, each remote control operated by a respective one of the plurality of recipients, each remote control comprising:
 - a channel control transmitter operative to transmit a channel control signal to tune one of said broadcast receivers to a station channel upon which the broadcast content is presented;
 - an interactive receiver that receives the query transmitted from said client transmitter of a corresponding one of said client computers;
 - an output device that presents the received query to a particular recipient of the broadcast content;
 - an input device operative by the particular recipient to input a response to the query; and
 - an interactive transmitter that transmits the input response to said client receiver of the corresponding one of said client computers,

wherein each input response comprising a correct reply to the query verifies that the particular recipient has been exposed to at least the selected portion of the broadcast content.

30. The system according to Claim 29, further comprising a data storage center, wherein said client computers communicate respective responses received from said plurality of remote controls to said data storage center,

wherein said data storage center determines whether the respective responses comprise a correct reply to the query, and

wherein said data storage center awards a prize to at least one of the plurality of recipients that inputs a response comprising a correct reply to the query.

31. The system according to Claim 29, wherein said output device comprises a display that presents the query based on timing information indicating a broadcasting time of the broadcast content.

32. The system according to Claim 29, wherein said input device comprises a response keypad.

33. The system according to Claim 29, wherein the query presented on a particular remote control of said plurality of remote controls is based on demographics of the particular recipient that is operating said particular remote control.

34. The system according to Claim 29, wherein the broadcast content comprises an advertisement, and

wherein the selected portion of the broadcast content comprises a selected portion of the advertisement.

35. The system according to Claim 29, wherein the broadcast content comprises a plurality of advertisements, and

wherein the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

36. A method for interacting with broadcast advertising content, comprising the steps of:

broadcasting content comprising a plurality of advertisements to a plurality of recipients via a mass media broadcast network;

presenting the broadcast content to the recipients;

communicating a query about a selected portion of at least one of the advertisements;

inputting a response to the query into a query-response device operated by a particular one of the recipients;

transmitting the response from the query-response device to a client computer; and

communicating the response from the client computer to a data collection center.

37. The method according to Claim 36, wherein said step of communicating a query comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is communicated in said communicating a query step based on the synchronization signal.

38. The method according to Claim 36, wherein said communicating a query step comprises:

transmitting the query from the client computer to the query-response device operated by the particular recipient; and

presenting the query on the query-response device operated by the particular recipient.

39. The method according to Claim 38, wherein said transmitting the query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is transmitted in said transmitting the query step based on the synchronization signal.

40. The method according to Claim 38, wherein said presenting the query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is presented in said presenting the query step based on the synchronization signal.

41. The method according to Claim 36, further comprising the steps of:
determining whether the response comprises a correct reply to the query; and
awarding a prize to a recipient that transmitted a response comprising a correct reply to the query.

42. The method according to Claim 36, further comprising the step of tuning, via the query-response device, a receiver to a station channel upon which the broadcast content is presented in said step of presenting broadcast content.

43. The method according to Claim 36, wherein the query is based on demographics of the particular recipient.

44. The method according to Claim 36, wherein the broadcast network comprises at least one of cable, satellite, radio, and television.

45. A method for presenting a query corresponding to broadcast content, comprising the steps of:

broadcasting content to a plurality of recipients via a mass media broadcast network;

presenting the broadcast content to the recipients;

communicating a query about a selected portion of the broadcast content to a client computer of a particular one of the recipients;

transmitting the query from the client computer to an interactive remote control of the particular recipient; and

presenting the query to the particular recipient via the interactive remote control.

46. The method according to Claim 45, further comprising the steps of:

transmitting the particular recipient's response to the query from the interactive remote control to the client computer; and

communicating the response from the client computer to a data collection center.

47. The method according to Claim 46, further comprising the step of inputting the response into the interactive remote control.

48. The method according to Claim 46, further comprising the steps of:

determining whether the response comprises a correct reply to the query; and

awarding a prize to one of the recipients that transmitted a response comprising a correct reply to the query.

49. The method according to Claim 45, wherein said step of communicating a query comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is communicated in said communicating a query step based on the synchronization signal.

50. The method according to Claim 45, wherein said transmitting the query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is transmitted in said transmitting the query step based on the synchronization signal.

51. The method according to Claim 45, wherein said presenting the query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is presented in said presenting the query step based on the synchronization signal.

52. The method according to Claim 45, further comprising the step of tuning, via the interactive remote control, a receiver to a station channel upon which the broadcast content is presented in said step of presenting broadcast content.

53. The method according to Claim 45, wherein the broadcast network comprises at least one of cable, satellite, radio, and television.

54. A system for remotely tuning a broadcast receiver to receive broadcast content, comprising:

- a client transmitter that transmits from a client computer a broadcasting time of the broadcast content and a station channel upon which the broadcast content will be presented; and

- a remote control, comprising:

 - an interactive receiver that receives the broadcasting time and the station channel transmitted by said client computer;

 - a processor that generates a channel control signal comprising instructions to tune a broadcast receiver to the station channel; and

 - a channel control transmitter that transmits the channel control signal at a time corresponding to the transmitted broadcasting time.

55. The system according to Claim 54, wherein the broadcast content comprises pre-selected content.

56. The system according to Claim 54, wherein the broadcast content comprises one of advertising and breaking news.

57. The system according to Claim 54, said system further comprising a client receiver,

wherein said client transmitter further transmits a query about a selected portion of the broadcast content to said interactive receiver,

wherein said remote control further comprises:

a display that presents the received query;

a response keypad operative by a particular recipient of the plurality of recipients to input a response to the query; and

an interactive transmitter that transmits the input response to said client receiver, and

wherein each response comprising a correct reply to the query verifies that the responding recipient has been exposed to at least the selected portion of the broadcast content.

58. The system according to Claim 57, further comprising a data storage center, wherein said data storage center receives the response,

wherein said data storage center determines whether the response comprises a correct reply to the query, and

wherein said data storage center awards a prize to at least one of the plurality of recipients that inputs a response comprising the correct reply to the query.

59. The system according to Claim 57, wherein said display presents the query based on timing information.

60. The system according to Claim 57, wherein the query presented via said remote control is based on demographics of a particular recipient that is operating said remote control.

61. The system according to Claim 57, wherein the broadcast content comprises an advertisement, and

wherein the selected portion of the broadcast content comprises a selected portion of the advertisement.

62. The system according to Claim 57, wherein the broadcast content comprises a plurality of advertisements, and

wherein the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

63. A method for remotely tuning a broadcast receiver to receive broadcast content, comprising the steps of:

communicating to a client computer a broadcasting time of the broadcast content and a station channel upon which the broadcast content will be presented;

transmitting the broadcasting time and the station channel from the client computer to a remote control;

receiving by the remote control the transmitted broadcasting time and station channel;

generating a channel control signal comprising instructions to tune the broadcast receiver to the station channel; and

transmitting the channel control signal to the broadcast station receiver, thereby tuning the broadcast receiver to the station channel, at a time corresponding to the transmitted broadcasting time.

64. The method according to Claim 63, wherein the broadcast content comprises pre-selected content.

65. The method according to Claim 63, wherein the broadcast content comprises one of advertising and breaking news.

66. The method according to Claim 63, further comprising the steps of:
broadcasting the broadcast content to a plurality of recipients via a mass media broadcast network;

presenting the broadcast content to the recipients on the station channel;

communicating a query about a selected portion of the broadcast content to the client computer;

transmitting the query from the client computer to the remote control;

presenting the query on the remote control;

transmitting a response to the query from the remote control to the client computer;

and

communicating the response from the client computer to a data collection center.

67. The method according to Claim 66, further comprising the step of inputting the response into the remote control.

68. The method according to Claim 66, wherein said communicating a query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is communicated in said communicating a query step based on the synchronization signal.

69. The method according to Claim 66, wherein said transmitting the query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is transmitted in said transmitting the query step based on the synchronization signal.

70. The method according to Claim 66, wherein said presenting the query step comprises the step of receiving a synchronization signal comprising a time of performing said broadcasting step, and

wherein the query is presented in said presenting the query step based on the synchronization signal.

71. The method according to Claim 66, further comprising the steps of:
determining whether the response comprises a correct answer to the query; and
awarding a prize to a recipient that transmitted a response comprising a correct reply to the query.

72. The method according to Claim 66, wherein the broadcast network comprises at least one of cable, satellite, radio, and television.

73. A method for capturing audience share information for broadcast content, comprising the steps of:

broadcasting the content to a plurality of recipients via a mass media broadcast network, the broadcast content comprising a content identification signal;

detecting presentation of the content identification signal by a detection device;

transmitting an acknowledgement of detecting presentation of the content information signal from the detection device to a client computer; and

communicating the acknowledgement from the client computer to a data collection center for calculating the audience share based on the acknowledgement.

74. The method according to Claim 73, further comprising the steps of:

transmitting a confirmation query from the client computer to the detection device;

determining whether a particular recipient submitted a response to the confirmation query via the detection device; and

confirming exposure of the particular recipient to the broadcast content based on a determination that the particular recipient submitted a response to the confirmation query via the detection device.

75. The method according to Claim 74, further comprising the steps of:

communicating an immersion verification query about a selected portion of the broadcast content;

inputting a response to the immersion verification query into the detection device;

transmitting the immersion verification query response from the detection device to the client computer; and

communicating the immersion verification query response from the client computer to the data collection center.

76. The method according to Claim 75, further comprising the steps of:
determining whether the immersion verification query response comprises a correct reply to the immersion verification query; and
awarding a prize to a recipient that transmitted an immersion verification query response comprising a correct reply to the immersion verification query.

77. The method according to Claim 75, further comprising the step of tuning, via the detection device, a receiver to a station channel upon which the content identification signal is presented.

78. The method according to Claim 73, wherein the broadcast network comprises at least one of cable, satellite, radio, and television.